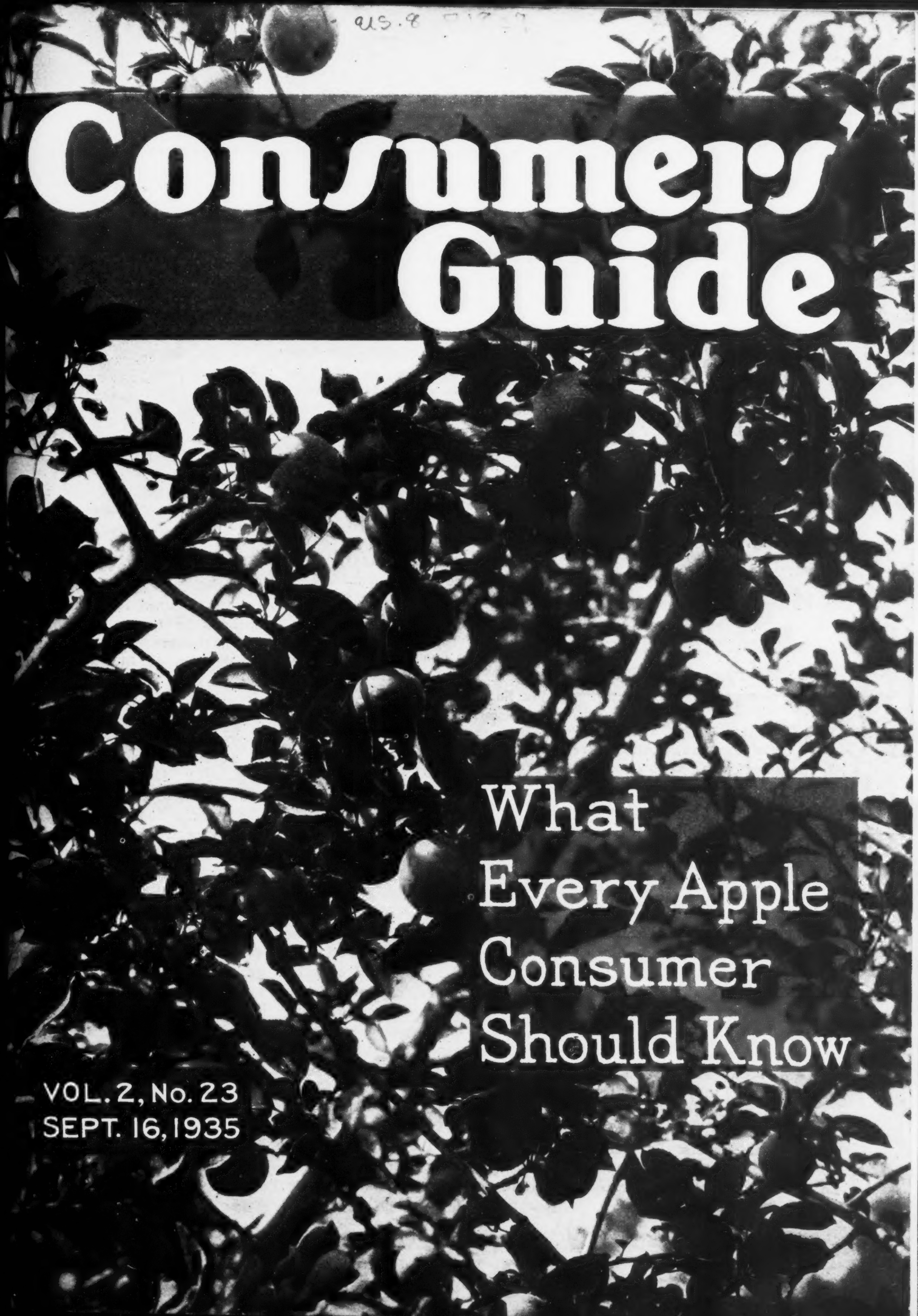
Consumers' Guide



What Every Apple Consumer Should Know

VOL. 2, No. 23
SEPT. 16, 1935

CONSUMER QUERIES AND COMMENTS

"There are two things we want to be sure of: one is that quantities should not be produced for foreign markets in excess of foreign purchasing power; the other is that there will be the same quantity of food per capita available to the American people as during the decade of the 'twenties; in other words, that we take care of the consumer."

Henry A. Wallace
Secretary of Agriculture

"HOW LONG", asks an Oklahoma consumer, "can I safely keep left over meat in my refrigerator? Sometimes I could use left overs to advantage if I could only be sure they hadn't been kept too long."

Food utilization specialists tell us that there is no definite rule with which to answer this question. If all housewives had identical refrigerators and kept the temperature at similar levels and placed the meat in the same locations, then the bacteria and harmful micro-organisms would have equal chances whether it was Mrs. Brown's or Mrs. Smith's refrigerator they were invading. But since temperature and circulation are the two most important factors and there can be no uniformity in these factors, no hard and fast rules can be set down.

Some general rules, however, have been formulated, none of which are iron-clad. First, cool the cooked meat at room temperature, then wrap loosely or put into a covered dish to keep it from drying out. Then put the meat in the coldest part of the refrigerator. The temperature should be not more than 50 degrees, and preferably around 45. Don't try to keep cooked meat <u>too</u> long. If your judgment tells you that it may have overstayed its time, don't take any chances. Ground cooked meat requires special precautions because in the process of grinding there is so much opportunity for contamination.

Consumers who would like further information on the subject of refrigeration should send 5 cents to the Superintendent of Documents, Washington, D. C., for Farmers' Bulletin No. 1374, "Care of Food in the Home.'

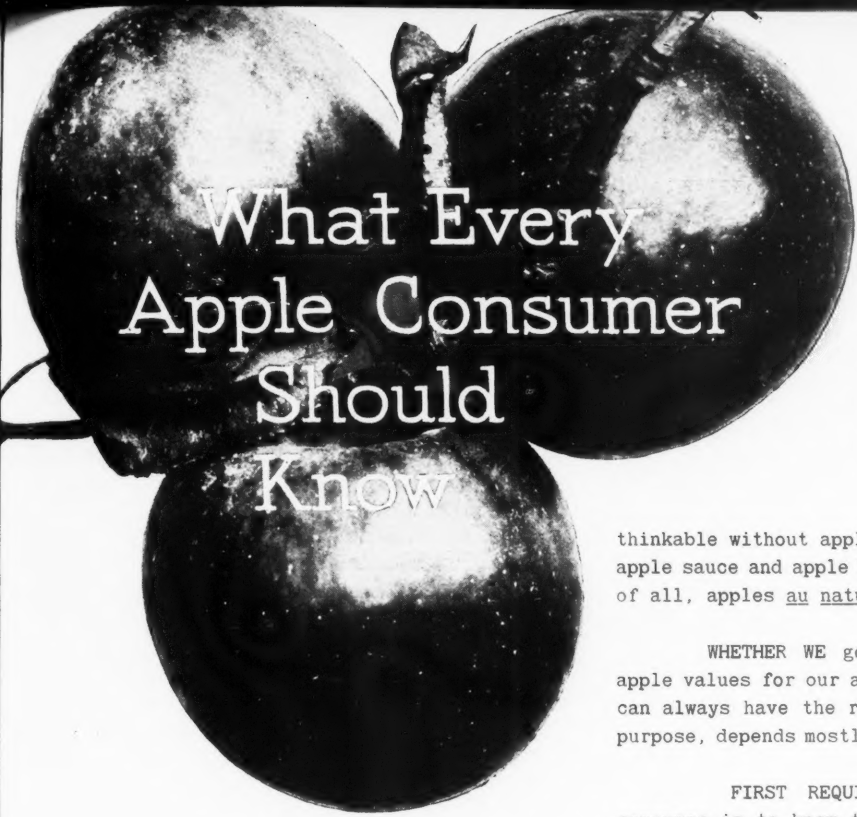
"I'VE BEEN having trouble with the potatoes I buy lately. They look all right on the outside but the inside is hollow", writes a consumer in Wisconsin. "Is there any way to tell when this condition is present?"

Unfortunately, hollow heart, as this defect, resulting from too swift growth, is called, can be detected only by cutting open the potato. If you buy potatoes in large quantities, say a 100-pound bag at a time, you can judge the condition of the whole bag by sampling one or two. But in purchasing potatoes in small amounts it is not usually feasible to cut a sample, and there is no way to tell beforehand whether or not it shares the proverbial characteristic of the doughnut. The size of the cavity may be very small and cause no great waste; on the other hand, it may be very large and cause a great deal of waste. In general, potatoes that are sound, smooth, shallow-eyed, and reasonably clean are usually of good quality.

"IS THERE any home test for egg freshness?", asks an Alabama consumer. "I'm not asking because I have trouble with my eggs", she says, "but just out of curiosity."

The best test for housewives for egg freshness, according to the experts, is the breaking test. Of course, there are times when you don't want to break the egg. In that case, the test used by our grandmothers is fairly reliable but by no means infallible. According to that test, a fresh egg sinks to the bottom of a pan of water. If its freshness is dubious, the heavy end will rise above the small end of the egg. If it is wholly bad, the entire egg will float. As for the breaking test, when you break the egg, the air cell—the little open space at the heavy end—should be small; the yolk should be small and upstanding. A weak, watery-looking white or a yolk flattened out, indicate age.

The best precaution against antique eggs is to buy them graded according to U. S. standards. The top three grades are <u>U. S. Special</u>, too good for most commercial purposes, the kind you buy for convalescents; <u>U. S. Extra</u>, your breakfast egg, top grade in most graded markets; <u>U. S. Standard</u>, which is the equivalent of a Grade B egg. More and more stores all over the country are making a specialty of Government-graded eggs.



What Every Apple Consumer Should Know

How to get maximum value and minimum waste for every penny in the apple budget

SUPPOSE YOU piled up all the apples we produce in America this year in one gigantic heap. Take away the number going into export sale. Divide what's left among the population equally, baby to adult. Each of us would get well over a bushel to cover our year's apple needs from sauce to cider. Estimates of the 1935 apple crop point to total production well over the average of the last 5 years, and the so-called "commercial" production is expected to equal its 5-year average.

THOUGH DIET knowledge has progressed beyond the belief that "an apple a day will keep the doctor away", and we know that no one food can perform such miracles, still apples do deserve their popularity on the American menu. Nutrition specialists of the Bureau of Home Economics in the Department of Agriculture class apples as "base-forming", meaning that they help to offset the acid-forming foods we eat, such as bread and meat. Too, they have some mineral and vitamin values, and they furnish a mild form of the "roughage" we need in our diet.

BESIDES FOOD value, apples boast a big quota of what the experts call "appetite appeal." Life in most families would be unthinkable without apples in pies and dumplings, apple sauce and apple butter, and, probably best of all, apples au naturel after school.

WHETHER WE get more or less of these apple values for our apple money, and whether we can always have the right apples for the right purpose, depends mostly on how we buy our apples.

FIRST REQUIREMENT of a good apple consumer is to know the names of the varieties of apples that come to the local market, and what those names mean in terms of type, taste, looks, size, quality, and use value. The chart on page 5 shows the season and the best uses of each of the most generally sold varieties. These uses represent the consensus of official Government expert opinion, but experiments of individual consumers may modify and revise them according to taste.

KNOWING VARIETIES is not the whole job. The next trick is to find them. Few groceries are prepared to produce from stock a few pounds of any variety you name on any day you happen to walk in and name it.

QUANTITY BUYING may solve the problem of keeping your favorite variety on hand since consumers can choose from more varieties in placing large orders, and bushel baskets, boxes, and barrels are usually labeled with the name of the variety.

BIG ECONOMIES can come with quantity buying. Compare the price of a bushel of apples weighing around 48 pounds with the total cost of 48 pounds of apples bought a few at a time. A box holds roughly 44 pounds, and a barrel about 140 pounds. Most families with reasonably

cool storage space can use at least a bushel or a box of apples before the apples go bad. Many could keep two containers going all the time--one for cooking and one for eating--with the advantage of having the right apple for the right use at all times. Naturally it is no economy to lay in such big supplies that waste eats up your savings. (See CONSUMERS' GUIDE, September 2, "How do you Store?")

GRADE LABELS, usually found on boxes, barrels, and bushel baskets of apples, add further economy. Consumers pay for exactly the grade they need.

APPLE GRADES are of two sorts, depending on the part of the country from which the apples come. Northwestern growers ship most of their apples in boxes and grade them Extra Fancy, Fancy, and C. Apples in bushel baskets and barrels may come from New York State, Virginia, or other easterly areas where they use the Federal grades: U. S. Fancy, U. S. No. 1, U. S. Commercial, U. S. No. 1 Early, U. S. Utility, U. S. Utility Early, and mixtures of the apples covered in two grades and labeled "Combination" grades.

LEARN GRADES on your local market, and pick the ones that suit your purpose. For instance, for pie-making in early or late summer, one of the "early" grades which lacks color and maturity may be even more desirable than the riper apples, particularly at a lower price. Even for eating you may be willing to forego the color, and with it the flavor, that marks the difference between an apple rating as U. S. Fancy and one rating U. S. Commercial.*

NUMBER OF apples in box, or minimum diameter in bushel or barrel, marked on the container, is another help to economical buying. Apples that pack 88 to 96 in a box are very large, and though a good size for baking are not necessarily the most desirable for the average family's purposes. You will find medium-sized apples packed 113-138 in a box, or in boxes and barrels marked $2\frac{1}{2}$" to $2\frac{3}{4}$" diameter, measured crosswise. Since large size in apples is not necessarily a mark of fine flavor, and the smaller the size the more poundage in a given container, consumers need not feel that they are depriving themselves of the highest apple values if they take advantage of the low prices of the smaller sized apples. Though this may call for more work when the apples must be pared, mothers often find it worthwhile for the sake of avoiding the waste that goes with the discard of half an apple when it proves too large for a child's capacity.

WHETHER YOU buy in large or small quantities, it helps to know how to judge general apple values.

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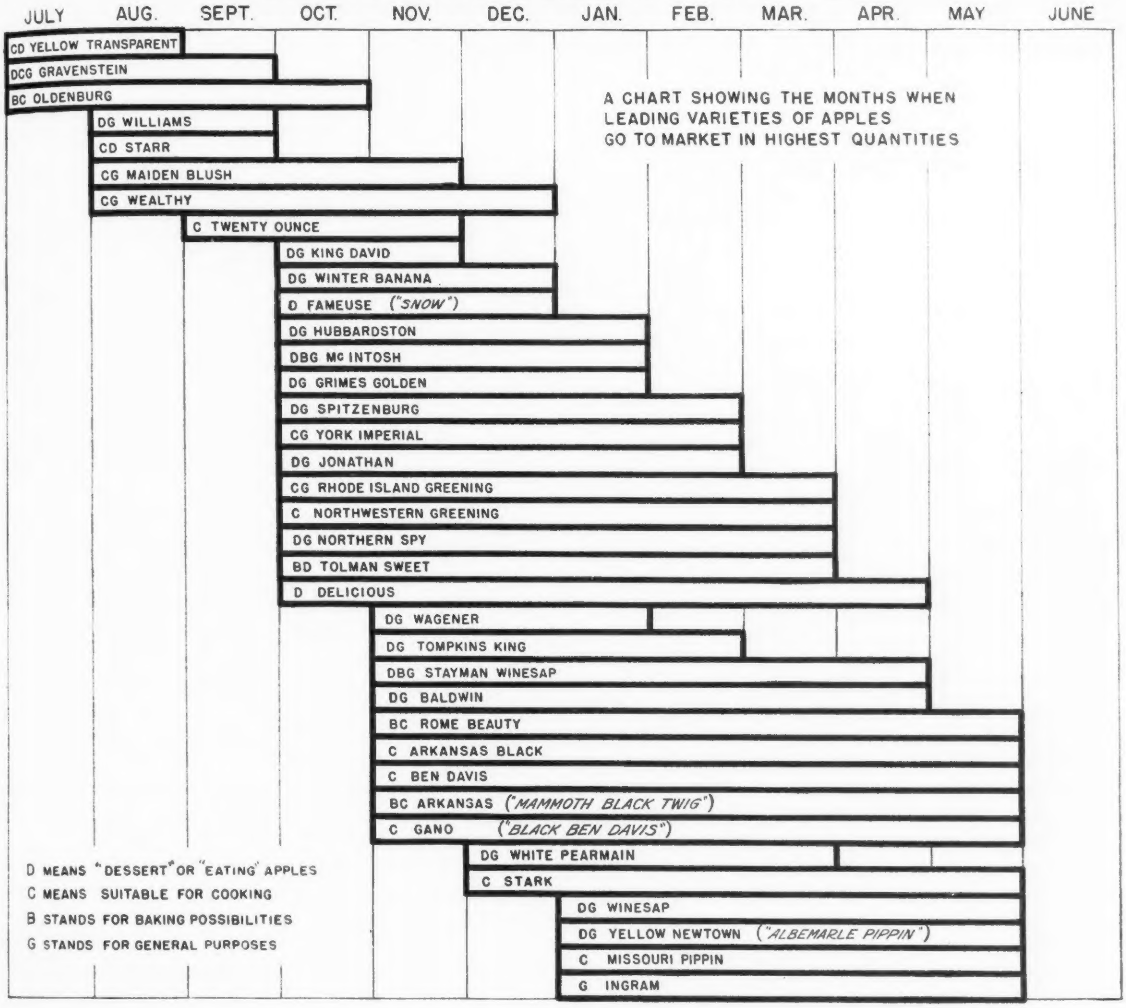
*In our issue of July 22, in the article "Do You Buy by Color?" there appeared the misleading statement that the only difference between the two top grades of apples was the difference in color. What was omitted was the additional fact that color is actually a significant indication of quality since an apple with good color for the variety generally has better flavor than one with poor color.

AROUND THE CONSUMER'S APPLE YEAR



FLAVOR DEPENDS on several factors. One is the variety of the apple which gives it a characteristic taste. Second infuence is the stage of ripeness at which it was picked. Third comes the conditions under which it has been kept since. To get good flavor, consumers can make sure of the variety they like, and look for apples that are well colored for that variety, and firm to the touch.

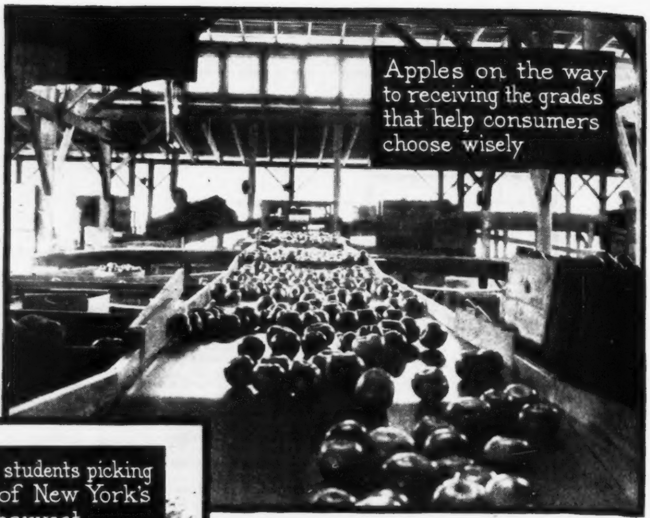
IMMATURE APPLES are likely to have poor color for their kind, and sometimes to look rather shriveled after being in storage. Their flavor is not up to par for eating fresh.

OVERRIPE APPLES give when pressed, and the flesh is mealy and soft, without the snap and crispness we like for eating raw.

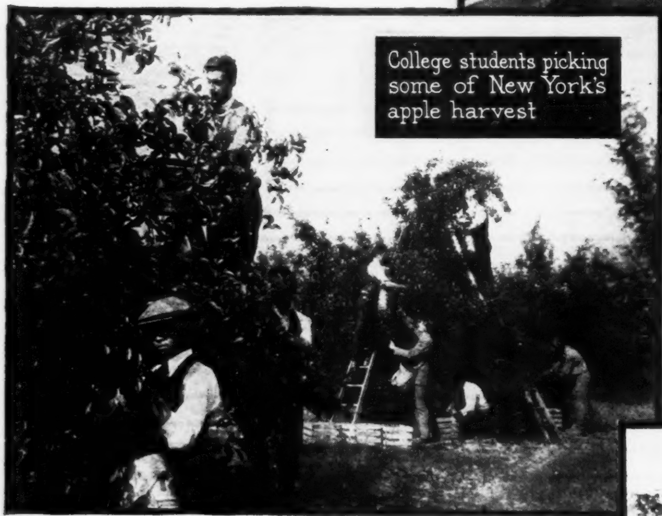
BROWN SPOTS may show up on some of the apples we find on the market from December through the winter and spring. This defect, called "scald", develops from gases given off by the apples themselves during storage and transportation. Mild cases merely tint the skin and only slightly affect the quality of the apple. The very dark brown spots are danger signs of detriment to quality. Apples in oiled paper, either individually wrapped or in shredded oil paper packing, run less risk of scald because the oil absorbs the gases.

DIRTY LOOKING apples should be avoided as possible bearers of excessive spray residue. The question of safety from these poisons on fruit was discussed on page 2 of the September 2 CONSUMERS' GUIDE.

MEALY FLESH or brown flesh, called by the technical experts "internal breakdown", causes so much waste that consumers should try to steer clear of it. It does not always show on the surface, but apples soft to the touch are suspect. Internal breakdown becomes more of a hazard with each month of the apple's season, since the trouble is usually caused by too long or incorrect storage.


Apples on the way to receiving the grades that help consumers choose wisely

FROZEN APPLES may or may not recover their quality, depending on

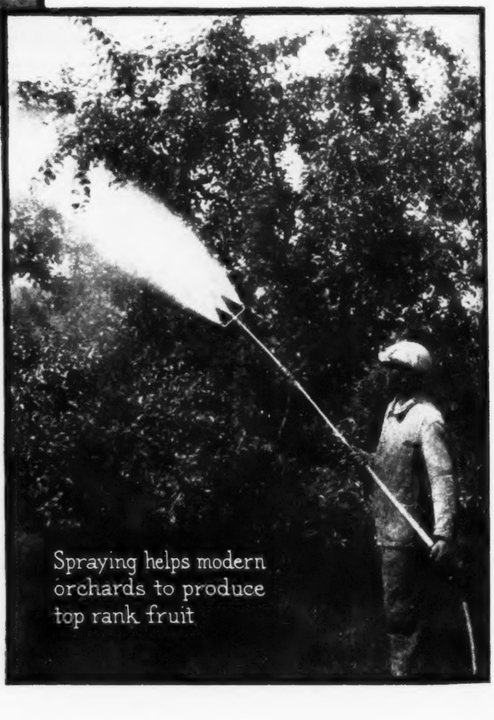

College students picking some of New York's apple harvest

how bad a freezing they took, but their keeping quality is sure to be damaged. You can tell a severe injury, either from freezing or bruising, by the brown, water-soaked, leathery-looking skin of the apple.

OTHER DEFECTS, such as decay and insect and mechanical injuries, affect the quality of apples in varying ways too, but consumers are safer now than they used to be from these risks of waste. Most of the apples we find on the market these days are packed to comply with either Federal or State grades, so it is rare to find offered for sale commercially packed apples that began their mercantile life seriously defective. We must still watch for the obvious signs of natural deterioration, and our buying should be based on a calculation of best season for variety, the use we intend to make of the apple, the waste involved in that use, all in connection with the price we pay.

PRICES MADE bargains of apples, like other food, to consumers between 1929 and 1932. But unlike many other foods, apples have not taken very sharp leaps back in the upward direction since the depression low point. The wholesale price of a box of apples on the New York market

[Concluded on Page 27]


Spraying helps modern orchards to produce top rank fruit

Consumer-Farmer Briefs from Washington

CONSUMERS naturally have been curious, and somewhat anxious, about the "rented acres" upon which the farmers agreed not to grow certain basic crops under the Agricultural Adjustment Administration programs. Some, who do not understand the AAA plans, think they are lying idle in the sun in order that farmers, through producing "scarcity", might get higher prices for their products.

AAA

THE FALLACY of this latter theory is too well known to need reviewing. No Triple A program ever contemplated scarcity. Only so many acres were taken out of any given basic crops as would have produced, in normal yield, a market-drugging surplus, bankrupting to the farmer. But, beyond this, what are the facts about thes[illegible] acres?

AAA

ARE THEY "idle acres"? Figures and facts are now available to answer that question.

According to a statement from Joseph F. Cox, Chief of the Replacement Crops Section of the Adjustment Administration, about 1 out of every 12 cultivated acres in the United States has been shifted or retired from basic crops during the current year. That means more than 30 million acres. This total is smaller than last year's shift which totaled nearly 36 million acres, the larger basic crop acreage being agreed upon to meet the larger consumer demand this season.

AAA

PRACTICALLY all of that rented acreage, according to Mr. Cox, is being used in a helpful way. Little of it lies idle in the sun.

AAA

HEAR WHAT Mr. Cox has to say about their uses, designed to benefit the long-time interests of the consumer.

"More than a third of this year's shifted acreage has been planted to legumes and grasses that prevent erosion and improve the soil", says Mr. Cox. "In the South, much of the land taken out of surplus cotton and tobacco has been used to raise food and feed that will be consumed on the farm. Less than 15 percent of the shifted land is idle or fallow. And out of that 15 percent, the greater part is fallowed for definite reasons like conserving moisture and getting rid of weeds. The other two-thirds were planted largely in forage crops and home food crops.

AAA

"WHEN we checked up on how the land is being used, we found out a very interesting thing about the acres planted to crops that conserve and improve the soil. In the last 2 years the acreage planted to legumes in this country has increased more than in any other similar period. That means more land in crops like alfalfa, soybeans, sweet clover, and lespedeza.

"That means that the farmland of the nation is being conserved and enriched on a large scale."

AAA

THAT the AAA not only allows the farmer to plant forage crops and legumes on his rented acres, but <u>urges</u> him to put them to such good uses, is revealed in Mr. Cox's concluding remarks:

"Last spring great progress was made in increasing crops that save the soil and build it up. The late summer and fall planting season of this year offers farmers another chance to make more progress. They can plant adapted grasses and legumes on the rented or contracted acres, and so make sure their land will go into winter protected by erosion preventing crops. Those crops also will provide winter pasture for work stock and for the live stock that contribute to family food supplies. Farmers who fallowed land during the past year have provided ideal seed beds for fall plantings."

WHEN FARMERS WORK TOGETHER AS CONSUMERS

How farm consumers in one county cooperated to make their earnings buy a better share of the goods of life

The Rockingham cooperative buys and sells for Shenandoah valley farms

VISIT HARRISONBURG, Va., thriving little city in the scenic Shenandoah Valley. Walk along South Main Street, turn to the right on Grace Street. Down on the left, across the railroad tracks, stands a building worth the investigation of anyone interested in solving consumers' problems.

ROCKINGHAM COOPERATIVE Farm Bureau, Inc., serves the community in the big L-shaped building whose front wears the proud lettering "THE HOUSE COOPERATION BUILT." Those letters spell the truth.

ORGANIZED ORIGINALLY to answer the needs of farmer members by both buying and selling collectively, the purchasing arm has pulled such a mighty load that the organization stands today chiefly as a real farmers' consumer cooperative.

1921 SAW the first functioning of the cooperative in its present form. That year it consisted of 268 members, with a manager who occupied half the tiny office of the county agricultural agent in Harrisonburg Courthouse on Saturdays and the 5 court days of the month. Just those days the cooperative's whole business of taking orders, making purchases, and arranging for marketing livestock and other produce was done.

THAT YEAR the cooperative shipped two cars of livestock and bought $17,000 worth of supplies, mostly feed and fertilizers, seed and such strictly business farming materials. Small beginning as that seems, it saved for the members the proportionately large amount of $2,300.

THIS YEAR the picture looks very different. Women come with their husbands from all over the countryside to shop in a building boasting 46,000 square feet of floor space. They look over the attractive displays in four windows. Then they go in and choose their

supplies from row on row of groceries. They go on to another department for yard goods, for sheets, towels, and pillowcases. In other corners they shop for shoes and school suits, ready-mades for all the family. In a different aisle they buy pots and pans and stoves and washing machines. Shopping done, a tired mother can go up to a comfortable rest room, put the baby to sleep on the couch, and settle down to relax with a magazine or conversation with other homemakers until her husband has finished stocking up on his special mixtures of feed, has filled the car with gas and oil at the filling station from which came 259,000 gallons of gas last year. The cooperative's total business ran over $740,000 of which the sale to its membership of 1,600 came to $689,000.

FEED STILL leads the list of merchandise bought by the cooperative, but the list is many times longer today. In the 551 carloads handled last year, there was of course the natural high proportion of items like feed, fertilizer, seed, roofing, gasoline, cement, coal, and binder twine, by the carload; auto tire tubes by the hundreds; and paint by the thousand gallons. But along with them we see such items as candy and nuts in thousands of pounds, salt and sugar and crockery by the carload, brooms by the ten dozen, straw hats by the dozen, overshoes by the thousand pairs, salt fish, fresh fish, bananas; and even oysters by the hundred gallons along with the carloads of oyster shell that farmers bought for chicken feed.

HISTORY OF the Rockingham Cooperative started long before the Farm Bureau began as an unincorporated association in 1921. Its real beginnings go back to the early days of the nineteen hundreds. At that time many farmers believed they could cut down the costs of the supplies they had to buy. This thought was back of the forming of some 15 or 20 farmers' clubs in the county, with memberships running from 25 to 100. They held meetings and elected officers and buying agents. Then came years of experimenting with the business of buying collectively; years of good experience but not too productive of concrete results. Hoping to do better, the clubs got together in a federation. Neither the federation nor the clubs owned or operated adequate facilities for the job they were trying to do, so the next few years were struggle without very hopeful headway in buying. Finally, in 1921, came the organization of what is now incorporated under the name of the Rockingham Cooperative Farm Bureau.

PURPOSE OF the cooperative was to buy and sell commodities for its members on a collective basis. The first year the annual membership fee was $5, and the directors and officers were elected from among the membership of the various clubs. A former buying agent for one of the clubs was made manager. Today he is still the manager of the Farm Bureau, but the Farm Bureau employs 34 other people: Managers of various departments, sales people, office workers, and outside employees. Their pay compares favorably with prevailing rates, and in addition their families may save by buying supplies at the cooperative.

EXPERIENCE in the little part-time shared office, buying only on order of members, and delivering to farmers at the car door,

Wool and livestock are the chief products the cooperative markets for its members

The dry goods department only three years ago began to help farm women supply their family's needs

proved the necessity of providing some place to keep merchandise where members could get it at their convenience. So in the second year came a small rented warehouse. The manager began to draw a salary on a full-time basis, which added a cost item to the price of the supplies bought, and subtracted it from the returns of the products marketed. The membership fee was used to create a reserve which went into supplies. This reserve has gradually increased until the organization owns the stock of supplies it keeps at the warehouse.

INCREASING VOLUME of business forced expansion of warehouse facilities almost from the start. The second year purchases for members more than tripled over the first, amounting to $57,000, which netted members a saving of $8,000. The third year the total went up to $87,000 with a savings item of $11,500. The total worth then amounted to $2,800. By the fourth year the cooperative outgrew its quarters again and the warehouse at Harrisonburg doubled in size. With the fifth year came an additional story to the building, multiplying the original floor space by three. 1928 added another and larger two-story building. That brought the floor space up to 20,000 feet.

ONLY 3 YEARS ago the Farm Bureau built and opened the larger of its present two buildings at Harrisonburg. When in May of this year the annex you see in the picture joined the other building, the cooperative gave a housewarming that brought guests from other counties to see what could be done when farmers got together to solve their mutual problems.

TWENTY-FOUR directors conduct the cooperative, elected from the membership spread over the county, along with other officers and the manager. The board meets regularly once a month. Membership is limited to "bona fide growers of farm products" and terminates when the member ceases to be such a grower. Each applicant signs a 3-year membership agreement, and has only one vote. Absentee members may vote by proxy on specific questions coming before stated meetings.

ONLY MEMBERS have ever been served by the cooperative. That has been an unbroken rule, in spite of the difficulties of the first 3 or 4 years when the membership was growing slowly. The second year the fee went up to $10 and a membership campaign stimulated growth to 573 members by the end of the third year. Down came the fee to $6 to bring in those who could not afford $10. Another drive in the fifth year brought the total up to 800. Since then the membership has grown steadily without promotion. 1,350 farmers were members in 1928 and last year 1,600 of the county's 3,900 farmers belonged to the Bureau.

SIGNIFICANT MARKS of progress were the opening of branches in other towns. The Farm Bureau policy required a membership of 300 in the vicinity of a branch before it was opened. First branch to open was at Timberville in 1924. One man handled a business of $50,000 in that branch the first year. 1927 brought a second offshoot at Bridgewater. The third branch at Elkton came into existence in 1931. Headquarters at Bridgewater and Timberville have both had to lease extra rooms and at Elkton the Farm Bureau now rents a building of two stories and a basement.

BRANCH HOUSE supplies are bought by the manager at Harrisonburg. Carload lots go directly to the branches from the seller's plant.

For other supplies the branch managers come to the Harrisonburg warehouse each week and fill as many of their orders as possible from the stock on hand there. This saves storage space and the expense of duplicating services. The truck shipments between main warehouse and branches sometimes include some unusually large order for individual farmers along the route. Otherwise the cooperative operates on a strictly cash-and-carry basis. Members pay for all purchases in cash when they receive the merchandise. The cooperative pays members for produce sold for them immediately on receipt of the returns for the sale.

TOTAL BUSINESS grew with the opening of branches. In 1926 purchases alone ran to $230,000 and from then on the Farm Bureau was firmly established. In 1928 it bought 447 carloads of merchandise amounting to $496,000 and marketed for its members produce to the sum of $93,000. The year ending August 1931 showed that members had been supplied with $622,000 in merchandise, filling 760 cars, although marketing of produce fell off, with the year's low prices, to $60,000. This part of the service felt the depression even worse the next year when $34,000 covered the marketing intake and all operations dropped to $404,000. But last year's figure of $740,000, with net worth valued at $170,000, shows the recovery has been vigorous and solid.

PROFITS TO members for their part in the Rockingham cooperative come entirely in savings on their purchases and sales. There are no patronage dividends at the end of stated periods, nor is capital stock issued. The business is conducted on a "cost-plus" basis, which means that the member may buy his goods at cost, taking advantage of large-quantity prices, plus a percentage added to cover operating expenses and reserves. Likewise, he sells his produce with the benefit of saving by collective expenses, minus a charge laid on produce sold. This charge varies with the articles handled and the terms of purchase or sale the Farm Bureau is able to negotiate.

HANDLING EXPENSE has risen with the proportion of small articles sold in relation to bulk merchandise. In the year ending August 1927 the total operating expense amounted to only $2\frac{1}{3}$ percent of the annual volume of business which was $413,000. By 1930 it had gone up to 3.1 percent. And last year the expenses ran over 7 percent, and combined handling and reserve charges were under 10 percent.

SHOULD A BALANCE remain after the season's expenses have been paid and a proper sum has been set aside to cover depreciation, contingent fund, and costs of expansion, the bylaws require that a reduction be made in the yearly dues. Or the percentage charge on supplies purchased or produce sold may be reduced, if so ordered by the directors. In August 1934 the membership fee was reduced to $4.

PROPERTY RIGHTS of the members are equal to the proportion which their annual paid-in fees bear to the total paid-in fees. Each member is responsible for his per-capita share of all debts, which according to the present bylaws must not total more than $25,000.

MARKETING OPERATIONS, though always secondary in importance, showed recovery last year too. The 1932 low point of $34,000 came

The Farm Bureau's feed mixing plant mixed and sold 150 carloads of its own and other cooperatives' brands of feed to its members last year

up to $51,000, but the trend is in general toward the purchasing end of the business. What marketing is done is chiefly of livestock and wool. Some years after its organization the Farm Bureau's marketing had become heavy enough to warrant the shipment of livestock once a week.

A MANAGER was employed for this department and an arrangement made with the livestock cooperative in nearby Augusta County for cooperative shipping from a central station. From the marketing of 94 cars of livestock in 1924 for $30,000 this service jumped to $115,000 in 1929 for livestock, wool, and other products. With the assistance of the Virginia Division of Markets it marketed the wool of its members at a net price higher than that received for any wool pooled in Virginia in 1928.

EVEN WITH the decline of marketing activities and the emphasis on purchasing, the Farm Bureau's interest in this phase of cooperation is still strong and in many ways it has encouraged local marketing cooperatives and even favored the organization of new ones.

COOPERATION APPLIES not only among the members of the Rockingham cooperative but between that cooperative and others in nearby counties. Reciprocal arrangements provide for purchases back and forth among cooperatives in adjoining districts. Rockingham has purchased many tons of dried milk from the producers' milk cooperative in the county, and holds shares in the Virginia Seed Service and Eastern Livestock Association, important cooperative organizations in the State.

ACTIVITIES OF the Rockingham Cooperative look to the welfare not only of its own members but of the whole community. The Bureau has led in the fight for agricultural progress, working constantly toward such goals as better seed and improved stock. Honest and economical local government has occupied the attention of the Bureau, and campaigns along this line have resulted in the savings of countable thousands of dollars each year to the taxpayers of Rockingham County. Individually, many farmers and other citizens have gained protection for their savings from the Bureau's vigilance in investigating and exposing doubtful corporation stocks and other dubious values offered for sale in the county.

THROUGH ITS membership in the State Agricultural Conference Board, an association of cooperatives within the State, it helps to promote legislative and other measures in the interests of the farmers.

ROCKINGHAM'S SUCCESS, according to local observers, has been due to the willingness of a large number of persons to act together, avoid discord, and keep the goal steadily in sight.

The grocery department of Rockingham cooperative, opened five years ago, proves its success by attracting customers to the least convenient shopping location in the town

Helps to Rural Consumers

from Government publications

Fifth section (fourth section published in the September 2 issue) of a bibliography of nontechnical bulletins on everyday home and community problems. Where a price is quoted, order from the Superintendent of Documents, Washington, D. C. Request free bulletins from the Bureau named.

COOPERATIVES *

Consumer Cooperative Societies

Consumers' Cooperation. Bulletin No. 4, prepared to meet the demand for general information about consumer cooperation and as a guide to the services of Federal agencies. Consumers Division, NRA. Free.

Organization and Management of Consumers' Cooperative Associations and Clubs (with model by-laws and bibliography). Bulletin 598, Bureau of Labor Statistics. 10¢.

Organization and Management of Cooperative Gasoline and Oil Associations. Bulletin 606, Bureau of Labor Statistics. 5¢.

Organization and Management of Cooperative Housing Associations. Bulletin 608, Bureau of Labor Statistics. 5¢.

Organization and Management Problems of Cooperative Oil Associations in Minnesota. Circular 80, Department of Agriculture. 10¢.

Sources of Information on Cooperatives. Consumers' Counsel, AAA. Free.

Producer Cooperative Societies

Agricultural Cooperation in Denmark.** Bulletin 1266, Department of Agriculture. 1924. 15¢.

Cooperation in Agriculture. A selected bibliography. Bulletin 6, Federal Farm Board. March 1931. 10¢.

Cooperative Marketing of Fluid Milk.** Technical Bulletin 179, Department of Agriculture. 1930. 20¢.

Dairy Products.** A guide for organizing dairy cooperative societies. Bulletin 11, Federal Farm Board. 5¢.

Fishermen's Cooperative Associations. Act of Congress, Public No. 464. June 1934.

Fruits and Vegetables.** Federal Farm Board Bulletin No. 1.

Grain.** Bulletin 5, Federal Farm Board.

Legal Phases of Cooperative Associations.** Bulletin 1106, Department of Agriculture.

News for Farm Cooperatives. A monthly published by Farm Credit Administration.

Poultry.** Bulletin 7, Federal Farm Board.

Credit Cooperative Societies

Agricultural Financing Through the Farm Credit Administration. Farm Credit Administration, Circular No. 5. 1933.

Cooperative Saving. Published monthly by Credit Union Section of Farm Credit Administration.

Farm Property Improvement. Federal Housing Administration.

Federal Credit Unions. Farm Credit Administration, Circular No. 10.

Loans to Farmers' Cooperatives. Farm Credit Administration, Circular No. 6. 1933.

Loans by Federal Land Banks and Land Bank Commissioner. Farm Credit Administration, Circular No. 4. 1934.

Loans by Production Credit Associations. Farm Credit Administration, Circular No. 3. 1933.

Saving and Borrowing Cooperatively Through Credit Unions.** Farm Credit Administration.

Self-Help Cooperatives. An introductory study on how to organize and operate. Also short history of Cooperative movement. Division of Self-Help Cooperatives, F. E. R. A. Free.

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*Monthly Labor Review carries special articles on consumer cooperation, including credit societies. Single copies at Bureau of Labor Statistics.

**Single copies obtainable from Farm Credit Administration.

THE AUGUST 27 report of the Bureau of Labor Statistics indicates a rise of six-tenths of 1 percent in retail food prices from August 13 to August 27. This follows a slight rise during the previous 2 weeks. On July 30, 1935, the index of retail cost of food stood at 121.3 percent of the 1913 level. By August 27 the index had increased to 123 which was the same as the level reported at the middle of June and somewhat below the prices which existed in April, May, and early June.

COMPARING the level of food prices on August 27, 1935, with the level a year earlier the increase amounts to 6.7 percent. The greatest increases above last year's prices have been those of fats and oils including prices of lard, lard compound and oleomargarine. Prices of fats and oils as a group are about 48 percent above last year's levels. Other important increases in food prices have been registered in the advances in the prices of meats and eggs. All meat prices are substantially above those of a year ago although the prices of lamb and poultry have not increased so much as have prices of beef and pork.

CHANGES IN CITY RETAIL PRICES

Kind of food	Aug. 28, 1934	Aug. 13, 1935	Aug. 27, 1935	Change in year	Above or below August 1929
Dairy products:	¢	¢	¢	%	%
Milk, qt	11.4	11.7	11.7*	+2.6	-2.6
Cheese, lb	24.3	25.1	25.3	+4.1	-12.5
Butter, lb	33.6	30.7	31.3	-6.8	-22.4
Beef:					
Round steak, lb	29.8	36.8	37.0	+24.2	-10.0
Rib roast, lb	23.2	30.0	30.1	+29.7	-7.9
Chuck roast, lb	17.2	23.1	23.3	+35.5	-7.8
Pork:					
Chops, lb	32.5	39.7	39.5	+21.5	-0.6
Lard, lb	13.1	20.7	21.8	+66.4	+3.4
Whole smoked ham, lb	25.0	33.1	34.6	+38.4	———
Lamb:					
Leg of lamb, lb	25.1	26.5	27.3	+8.8	-13.0
Breast lamb, lb	10.5	12.7	13.0	+23.8	———
Square chuck, lb	18.6	20.7	21.3	+14.5	———
Poultry and Eggs:					
Hens, lb	24.5	28.3	28.9	+18.0	-10.5
Eggs, doz	32.9	36.0	37.3	+13.4	-10.9
Bread:					
White, lb	8.4	8.3	8.2	-2.4	-0.8
Rye, lb	8.9	9.0	9.0	+1.1	———
Whole wheat, lb	8.9	9.0	9.0	+1.1	———

*3.5-4.6 percent butterfat. (continued)

Your Food

THE SHARP rise in prices of both meats and eggs since last year has been due primarily to sharply reduced supplies as a result of the 1934 drought and the shortage of feed which existed last fall and winter. Egg production is now recovering rapidly from the decrease which occurred last year. The number of laying hens on the farms is still below what it was last year at this time but there was an increase in hatchings this spring and the more plentiful supplies of feed are now bringing about a greater production of eggs per hen. Meat supplies will of course continue low for many months to come but the more ample supplies of feed grains this year will tend to hasten the time when meat supplies will be more normal.

THE DRY weather in the southwestern part of the Corn Belt reduced corn prospects 88,000,000 bushels or about 4 percent during August but the crop still appears to be good. The September 1 estimate is for a crop of about 2,200,000,000 bushels compared with 1,400,000,000 bushels produced in 1934. The average crop during the 5 years from 1928-32 was 2,600,000,000 bushels. With a lower than average number of livestock to feed this year the crop indicated should make possible liberal feeding. Present indications point to an oats crop of about 1,200,000,000 bushels compared with last year's crop of about 526,000,000 bushels and a barley crop of 283,000,000 bushels compared with 118,000,000 bushels last year. The hay crop is

CHANGES IN CITY RETAIL PRICES

Kind of food	Aug. 28, 1934	Aug. 13, 1935	Aug. 27, 1935	Change in year	Above or below August 1929
Cereal products:	¢	¢	¢	%	%
Flour, lb	5.0	4.9	5.0	——	-0.2
Macaroni, lb	15.8	15.6	15.6	-1.3	-4.1
Wheat cereal (28-oz. pkg.)	24.3	24.5	24.7	+1.6	-0.8
Vegetables-canned:					
Corn, #2 can	11.4	12.9	12.8	+12.3	-3.0
Peas, #2 can	17.0	17.3	17.0	——	+0.4
Tomatoes, #2, #2½ can	10.4	10.1	10.0	-3.8	-3.8
Vegetables-fresh:					
Potatoes, lb	2.1	1.8	1.7	-19.0	-2.3
Onions, lb	4.4	4.1	3.9	-11.4	-2.5
Cabbage, lb	3.5	2.6	2.7	-22.9	-2.9
Vegetables-fresh:					
Lettuce, head	9.1	8.2	8.4	-7.7	——
Spinach, lb	8.9	8.0	7.9	-11.2	——
Carrots, bunch	4.9	4.4	4.4	-10.2	——
Fruits-canned:					
Peaches, #2½ can	18.7	19.7	19.8	+5.9	——
Pears, #2½ can	21.6	22.9	22.9	+6.0	——
Pineapple, #2½ can	22.5	22.7	22.7	+0.9	——
Fruits-fresh:					
Apples, lb	5.8	5.3	4.9	-15.5	——
Bananas, doz., lb	22.9	21.3	21.6	-5.7	-10.3
Oranges, doz	37.2	32.2	32.6	-12.4	-12.9

Bill

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reported to be better than average and much better than last year's. This is also true of pasture conditions.

THE INDEX of prices received by farmers on August 15, 1935, stood at 106 percent of the pre-war average. Prices paid by farmers including interest and taxes averaged 129 percent of pre-war levels. Dividing the index of prices received by farmers by the index of prices paid by farmers, the ratio indicates that prices at the farm on August 15 were 82 percent of pre-war parity. There is a great deal of variation in the price situation for different commodities. Florida grapefruit prices are reported to be only 13 percent of parity and timothy seed at 26 percent of parity while tobacco prices are reported at 132 percent and hog prices at 110 percent.

THERE HAS been a great deal of discussion during recent months about the spread between prices of livestock at the farm and retail prices of meats in the city. The GUIDE has received a number of complaints that this spread is too high and is at least partly responsible for the high price of meat. It is very difficult to measure accurately the spread between the prices of livestock and the prices of meats. There are two big difficulties. The first is that when meat animals are slaughtered they are made into a large number of products and to make a fair comparison between livestock prices and retail prices it is necessary to get retail prices of all important products made from the animal and also to estimate the amounts of these products obtained from a given class and grade of the animal. The other serious difficulty is that there is a varying length of time between the sale of livestock at the farm and the sale of meats in the retail store. The length of time involved is very different on different meat products.

PRICE SPREADS or margins are generally measured on a concurrent basis, that is, retail prices are compared with wholesale prices and with farm prices at the same time. The margin between livestock prices and retail meat prices is figured on a concurrent basis. The profits of meat dealers depend not only on concurrent price spreads but on inventory gains or losses. When the market is rising dealers make inventory gains and when it is falling they sustain inventory losses. During the past year they have made substantial inventory gains, but this does not mean that their margins at present are greater than usual.

DAIRY PRODUCTS

PRICES of cheese and butter both went up during the latter half of August. Cheese prices rose from an average of 25.1 cents a pound on August 13 to 25.3 cents a pound on August 27 while the price of butter rose from 30.7 cents a pound to 31.3 cents a pound during the same period. Milk prices remain unchanged at 11.7 cents a quart.

IN SPITE of the rise of 0.6 cent a pound in the price of butter during the latter half of August, the August 27 price was about 7 percent below the levels of a year earlier.

THE RISE in retail butter prices was closely associated with an increased price of butter in the wholesale markets. Wholesale butter prices rose steadily throughout August and early September. The increase from the first week in August through the first week in September amounted to about 2 cents a pound.

AN UPWARD TREND in butter prices is usual at this time of the year and the recent increases have not been more than a normal seasonal movement. Ordinarily the high point in retail butter prices is reached in December and the low point in June.

PRESENT INDICATIONS are that butter production during the remainder of 1935 will be about the same as during the same months in 1934. Storage stocks are much larger than they were last year so that total butter supplies during the rest of 1935 are expected to be greater than last year. Demand conditions appear to be better than in 1934 and it is expected that butter prices will be maintained at approximately the same levels as a year ago.

Average Retail Prices, August 27, 1935 (cents)

Markets	Milk, fresh		Cheese	Butter
	Quart (delivered)	Butter fat content range	(lb.)	(lb.)
United States	11.7	3.5–4.6	25.3	31.3
New England:				
Boston	11.7	3.7–4.0	26.0	31.3
Bridgeport	13.0	3.8	28.6	32.1
Fall River	13.0	3.8	25.1	30.5
Manchester	12.0	3.8–4.1	26.3	30.9
New Haven	13.0	3.8–4.05	26.1	32.2
Portland, Maine	12.0	4.0–4.1	26.3	30.9
Providence	13.0	3.7–3.8	25.4	30.2
Middle Atlantic:				
Binghamton	12.0	3.9	25.4	31.2
Buffalo	12.0	3.6–3.7	26.1	29.6
Newark	13.0	3.5–3.7	28.1	33.2
New York	12.5	3.5–3.7	28.7	32.0
Philadelphia	11.0	3.5–4.0	29.0	33.9
Pittsburgh	11.0	3.6–4.6	27.4	31.8
Rochester	12.0	3.8	26.7	29.7
Scranton	11.0	3.8	27.6	30.8
East North-Central:				
Chicago	11.0	3.6–3.8	27.5	31.0
Cincinnati	12.0	3.7	24.5	30.4
Cleveland	9.0	3.5	26.6	31.1
Columbus	10.0	4.0	25.9	30.8
Detroit	12.0	3.6–3.7	24.4	31.4
Indianapolis	10.0	3.8–3.9	24.4	31.3
Milwaukee	10.0	3.6–3.63	27.1	29.7
Peoria	11.0	3.8–4.0	24.0	29.8
Springfield, Ill.	11.1	4.0	23.1	30.2
West North-Central:				
Cedar Rapids	10.0	4.0	22.5	28.1
Kansas City	11.1	3.8–4.0	26.0	30.3
Minneapolis	10.0	3.5–3.7	24.4	29.1
Omaha	10.0	3.8	25.4	29.7
St. Louis	12.1	3.7–3.8	24.6	31.7
St. Paul	10.0	3.6–3.7	24.4	29.3
Sioux Falls	10.0	4.0–4.1	25.4	29.1
Wichita	10.0	3.7–4.0	21.0	26.5
South Atlantic:				
Atlanta	14.0	4.3–4.4	23.5	33.3
Baltimore	12.0	4.0	25.7	33.2
Charleston, S. C.	15.0	4.0–4.3	23.5	31.0
Columbia, S. C.	----	------	23.0	33.0
Jacksonville	15.0	4.0–4.5	23.0	31.4
Norfolk	14.0	3.8	22.5	31.8
Richmond	12.0	3.5	23.9	31.0
Savannah	14.0	4.0–4.5	22.4	31.1
Washington, D. C.	13.0	4.1–4.2	26.6	33.2
Winston-Salem	14.0	4.3	23.6	31.7
East South-Central:				
Birmingham	14.0	4.3–4.5	21.7	32.6
Knoxville	10.0	4.0–4.2	27.9	32.5
Louisville	12.0	4.0	25.7	30.2
Memphis	10.5	3.5–4.5	22.7	29.7
Mobile	13.0	4.0–4.5	23.0	29.9
West South-Central:				
Dallas	11.0	4.4	26.5	28.7
El Paso	9.0	4.0	22.4	31.2
Houston	12.0	4.0–4.5	21.4	30.7
Little Rock	12.0	3.8–4.5	22.3	30.4
New Orleans	11.0	4.2–4.5	24.6	31.2
Oklahoma City	11.0	4.0	27.5	30.3
Mountain:				
Albuquerque	10.0	4.0–4.1	25.7	31.5
Butte	10.0	3.5–3.7	23.4	29.5
Denver	10.7	3.8	27.4	32.4
Salt Lake City	10.0	3.8	21.7	33.6
Tucson	12.0	3.8–4.0	23.8	32.9
Pacific:				
Los Angeles	11.0	4.0	26.7	33.7
Portland, Oreg.	10.5	4.0	23.9	33.0
San Francisco	12.0	4.0–4.2	28.2	34.0
Seattle	9.0	4.0	22.8	33.5
Spokane	10.0	4.0–4.2	20.6	31.3

Average Retail Prices, August 27, 1935 (cents)

Markets	White (lb.)	Rye (lb.)	Whole-wheat (lb.)
United States	8.2	9.0	9.0
New England:			
Boston	8.4	9.2	8.9
Bridgeport	8.7	9.1	9.2
Fall River	7.8	8.2	8.9
Manchester	8.1	9.0	8.7
New Haven	8.5	8.9	9.2
Portland, Maine	9.1	9.6	9.4
Providence	8.2	8.7	9.4
Middle Atlantic:			
Binghamton	9.7	7.3	—
Buffalo	8.3	8.5	9.4
Newark	9.1	9.5	9.6
New York	8.7	9.0	9.6
Philadelphia	8.7	9.9	10.4
Pittsburgh	8.4	9.0	9.2
Rochester	8.1	8.2	9.0
Scranton	9.2	9.8	9.9
East North-Central:			
Chicago	7.4	7.9	8.8
Cincinnati	7.8	9.4	9.5
Cleveland	7.8	8.3	8.7
Columbus	8.1	9.1	9.3
Detroit	7.2	7.7	8.0
Indianapolis	7.4	7.7	8.9
Milwaukee	6.8	6.7	10.0
Peoria	8.1	9.0	9.2
Springfield, Ill	8.7	9.6	9.7
West North-Central:			
Cedar Rapids	—	—	—
Kansas City	8.0	9.1	9.2
Minneapolis	8.4	8.8	9.3
Omaha	8.4	9.2	8.8
St. Louis	8.4	9.1	9.6
St. Paul	8.4	9.0	9.6
Sioux Falls	9.6	9.1	9.1
Wichita	7.8	9.0	7.9
South Atlantic:			
Atlanta	9.1	9.4	9.0
Baltimore	8.8	9.5	9.5
Charleston, S. C	9.2	9.8	10.0
Columbia, S. C	9.7	10.6	11.3
Jacksonville	9.6	10.1	10.0
Norfolk	8.5	8.7	9.0
Richmond	8.5	8.7	9.0
Savannah	9.3	10.0	10.5
Washington, D. C	8.4	8.8	8.9
Winston-Salem	9.6	—	—
East South-Central:			
Birmingham	9.8	9.9	10.0
Knoxville	—	—	—
Louisville	7.4	8.0	8.5
Memphis	8.4	8.9	9.3
Mobile	9.3	10.0	10.0
West South-Central:			
Dallas	7.9	8.0	7.8
El Paso	6.7	—	—
Houston	6.6	8.5	8.6
Little Rock	9.9	9.7	10.1
New Orleans	8.2	8.7	9.7
Oklahoma City	9.8	10.2	10.0
Mountain:			
Albuquerque	10.0	—	10.4
Butte	9.5	9.6	9.6
Denver	7.6	9.1	8.0
Salt Lake City	6.7	9.4	6.7
Tucson	10.0	10.0	10.0
Pacific:			
Los Angeles	7.2	9.3	7.9
Portland, Oreg	9.1	9.9	9.2
San Francisco	9.3	9.0	8.9
Seattle	9.1	10.0	9.0
Spokane	9.3	—	9.7

BREAD

THE BUREAU of Labor Statistics report of August 27 indicates a drop in prices of white bread from 8.3 cents a pound on August 13 to 8.2 cents on August 27. The latter price is 0.2 cent a pound below the levels of a year ago representing a drop of 2.4 percent. Prices of rye bread and whole-wheat bread were unchanged at 9 cents a pound.

THE REPORTED DROP in average prices of white bread does not represent a general decrease in bread prices throughout the country. In fact, of 51 cities covered in the reports of the Bureau of Labor Statistics, price increases were reported in 7 cities, decreases in 6 cities, and the other 38 cities reported no change in prices. The average on August 27 was slightly lower than on August 13 because of the fact that there was a price drop in one or two large cities which are heavily weighted in the index.

THERE was no important change in prices of wheat and flour during August and early September. Flour prices advanced somewhat during the latter half of July and were fairly well maintained throughout August. It appears that wholesale prices of flour and also wholesale prices of other bread ingredients were slightly higher in August 1935 than they were in August 1934. It does not appear likely that any substantial drop in bread prices will occur generally throughout the country as long as the price of flour and other bread ingredients are maintained at present levels. The margin between costs of ingredients and retail prices of bread appears to be narrower than at any time during the past 2 years.

CEREAL PRODUCTS

DURING the 2 weeks from August 13 to August 27 prices of flour rose 0.1 cent a pound and prices of wheat cereal went up 0.2 cent a 28-ounce package. Macaroni prices were unchanged. The retail prices of all three of these cereal products at the end of August were approximately the same as a year earlier.

THE SEPTEMBER CROP report indicates that further rust damage during August lowered the prospective production by about 13 million bushels or 2 percent. The total 1935 wheat crop is now estimated at 595 million bushels compared with 497 million bushels last year and 861 million bushels average from 1928-32. The rust damage was particularly bad in North Dakota and threshing in some of the other northern States was disappointing. It appears to be increasingly evident that domestic supplies of hard red spring wheat of milling quality will be below requirements and it will probably be necessary to import some wheat of this kind from Canada.

THE TOTAL wheat crop appears to be large enough to care for normal domestic requirements and to allow for a minimum carry-over the next year. There will probably be a slight surplus of some kinds of wheat and a deficiency of hard red spring wheat.

IT IS EXPECTED under these circumstances that wheat prices in this country will continue to be substantially above prices in world markets. Reports from 43 countries in the Northern Hemisphere indicate a 1935 wheat production of about 4 percent over that of 1934. In Canada damage by rust and by frost has materially reduced early crop prospects. No official estimate of the crop has yet been made. Unofficial estimates for Russia indicate an increase of about 100 million bushels above the crop of 1934. Most of the increase has taken place in the export regions near the Black Sea.

PRICES received by farmers for their wheat increased from an average of 76.4 cents a bushel on July 15 to 81.5 cents on August 15. A year earlier on August 15, 1934, prices averaged 89.6 cents a bushel. The August 1935 price represented 71 percent of pre-war parity.

Average Retail Prices, August 27, 1935 (cents)

Markets	Flour (lb.)	Macaroni (lb.)	Wheat cereal (28 oz. pkg.)
United States	5.0	15.6	24.7
New England:			
Boston	4.8	15.2	24.2
Bridgeport	5.5	16.4	25.4
Fall River	5.0	16.6	23.3
Manchester	5.0	17.6	25.9
New Haven	5.3	16.5	23.8
Portland, Maine	4.8	17.8	24.2
Providence	4.9	14.8	23.1
Middle Atlantic:			
Binghamton	4.7	16.4	23.1
Buffalo	5.3	16.6	25.0
Newark	5.5	16.3	24.3
New York	5.7	16.8	24.2
Philadelphia	5.1	16.3	24.9
Pittsburgh	4.7	15.8	23.5
Rochester	5.4	15.9	23.6
Scranton	5.1	17.3	24.5
East North-Central:			
Chicago	5.0	14.0	25.0
Cincinnati	4.7	15.5	22.4
Cleveland	5.0	16.9	23.3
Columbus	4.4	17.6	21.7
Detroit	4.8	15.0	23.5
Indianapolis	4.5	15.2	25.7
Milwaukee	4.8	14.1	24.3
Peoria	5.1	16.0	25.6
Springfield, Ill	5.5	15.9	26.3
West North-Central:			
Cedar Rapids	4.7	15.2	25.2
Kansas City	4.9	16.9	23.8
Minneapolis	5.0	14.0	21.9
Omaha	4.6	19.3	24.5
St. Louis	5.1	16.2	25.9
St. Paul	5.1	14.1	23.6
Sioux Falls	4.7	13.5	25.9
Wichita	4.4	15.5	24.2
South Atlantic:			
Atlanta	5.5	17.8	26.3
Baltimore	5.1	15.6	24.3
Charleston, S. C	5.5	15.4	25.0
Columbia, S. C	5.1	15.6	—
Jacksonville	5.6	14.8	26.8
Norfolk	5.0	15.4	25.4
Richmond	5.0	15.8	23.3
Savannah	5.3	16.2	25.6
Washington, D. C	5.5	15.7	23.8
Winston-Salem	3.7	16.2	26.8
East South-Central:			
Birmingham	5.1	13.1	25.7
Knoxville	4.5	11.9	26.8
Louisville	5.0	13.9	24.5
Memphis	5.6	14.9	28.0
Mobile	5.0	17.1	25.6
West South-Central:			
Dallas	4.7	16.7	26.6
El Paso	5.0	16.3	26.1
Houston	4.6	13.1	22.9
Little Rock	4.6	15.7	29.9
New Orleans	5.9	9.6	24.2
Oklahoma City	5.1	12.5	29.1
Mountain:			
Albuquerque	5.1	16.1	28.2
Butte	4.8	16.5	25.9
Denver	4.0	15.9	24.2
Salt Lake City	3.7	17.5	25.2
Tucson	5.1	16.7	26.1
Pacific:			
Los Angeles	4.3	14.4	24.0
Portland, Oreg	4.5	15.1	22.1
San Francisco	4.8	15.7	23.8
Seattle	4.5	16.6	26.1
Spokane	4.7	13.6	25.7

Average Retail Prices, August 27, 1935 (cents)

Markets	Round steak (lb.)	Rib roast (lb.)	Chuck roast (lb.)
United States	37.0	30.1	23.3
New England:			
Boston	47.4	34.9	28.7
Bridgeport	45.5	36.4	29.8
Fall River	44.6	30.7	23.7
Manchester	45.9	30.8	27.7
New Haven	47.4	36.2	28.8
Portland, Maine	44.8	33.5	25.9
Providence	46.4	35.6	27.9
Middle Atlantic:			
Binghamton	38.1	29.8	21.9
Buffalo	35.5	29.7	23.2
Newark	44.4	34.5	28.1
New York	41.5	35.3	26.4
Philadelphia	43.2	37.2	28.0
Pittsburgh	35.2	31.2	22.1
Rochester	35.5	29.0	24.0
Scranton	40.4	34.5	28.4
East North-Central:			
Chicago	37.5	32.1	25.9
Cincinnati	40.0	33.3	26.6
Cleveland	36.4	31.2	25.8
Columbus	40.4	31.6	26.4
Detroit	36.3	28.5	24.5
Indianapolis	37.5	29.3	24.3
Milwaukee	36.3	29.4	25.6
Peoria	32.4	25.6	21.8
Springfield, Ill	35.5	26.1	22.9
West North-Central:			
Cedar Rapids	26.7	18.8	17.4
Kansas City	34.4	28.7	21.2
Minneapolis	33.1	28.8	24.1
Omaha	36.1	26.1	22.8
St. Louis	37.3	27.2	23.0
St. Paul	33.5	28.7	24.3
Sioux Falls	31.8	23.2	21.1
Wichita	30.4	22.1	17.3
South Atlantic:			
Atlanta	38.2	30.9	25.0
Baltimore	35.3	30.3	22.6
Charleston, S. C	31.4	28.0	21.1
Columbia, S. C	26.7	20.0	19.5
Jacksonville	30.6	28.1	21.0
Norfolk	36.2	33.3	23.1
Richmond	39.7	31.5	23.8
Savannah	30.0	26.8	18.8
Washington, D. C	44.3	33.4	26.0
Winston-Salem	29.2	23.2	19.2
East South-Central:			
Birmingham	36.3	28.3	22.1
Knoxville	30.8	22.7	20.3
Louisville	36.0	26.6	21.4
Memphis	39.7	28.8	18.3
Mobile	28.7	22.9	17.7
West South-Central:			
Dallas	37.4	31.4	21.8
El Paso	33.9	26.1	21.1
Houston	33.9	29.2	20.1
Little Rock	33.2	27.0	19.2
New Orleans	33.8	30.6	19.0
Oklahoma City	30.3	19.6	17.0
Mountain:			
Albuquerque	35.4	26.3	20.3
Butte	27.0	22.9	17.4
Denver	34.9	26.1	22.0
Salt Lake City	31.4	25.6	19.8
Tucson	37.8	31.0	21.8
Pacific:			
Los Angeles	31.2	26.9	18.7
Portland, Oreg	24.6	21.1	16.4
San Francisco	31.2	28.3	18.0
Seattle	30.1	25.5	18.1
Spokane	28.3	21.7	15.4

BEEF

RETAIL PRICES of beef continued to rise during the 2 weeks ended August 27. The average price of round steak went up 0.2 cent a pound, rib roast up 0.1 cent, and chuck roast up 0.2 cent a pound. Comparing prices of these cuts on August 27, 1935, with those of August 28, 1934, the increases ranged from about 25 percent to about 35 percent.

ALTHOUGH wholesale prices of beef steers went up further toward the middle of August, prices of dressed beef dropped during the latter half of August and the first week in September. Western dressed beef, good grade, 500-600 pounds, was quoted in Chicago at an average of 17 cents a pound during the week ended August 17 and dropped to an average of 15.5 cents a pound for the week ended September 7. This would appear to indicate that the rise in retail prices of beef should be checked, at least temporarily, in the future.

SUPPLIES of the better grades of slaughter cattle continue small and it is expected that slaughter supplies of both cattle and hogs during the last half of this year will be less than they were last fall. However, it is probable that marketings of grain-fed cattle in the first half of 1936 will be materially larger than they were during the first half of this year. The substantial increase in the production of feed grains and hay this year will probably bring about a considerable increase in cattle feeding this fall and winter, particularly in the Western Corn Belt where feeding was greatly restricted last year by the drought.

FARMERS reported receiving an average price of $6.28 per 100 pounds on August 15, 1935. This was slightly higher than the average price on July 15 and far above the average of $3.72 reported on August 15, 1934. The August 1935 farm price represents 93 percent of prewar parity whereas last year farmers were getting only 55 percent of parity price.

PORK PRODUCTS

PRICES of most pork products continued upward during the last half of August although a slight drop of 0.2 cent a pound was reported in the price of pork chops. Lard prices were increased 1.1 cents a pound and the August 27 price of lard was 66 percent above the levels of a year earlier. Prices of whole smoked ham were increased 1.5 cents a pound.

THE MOVEMENT of the wholesale price of hogs was irregular during August and early September. Prices increased about $1 per 100 pounds during the first half of August, dropped about 50 cents per 100 pounds during the latter half of August and increased about 40 cents per 100 pounds from the last week in August to the first week in September. Wholesale prices of fresh pork products, such as loins, followed the movements of hog prices very closely but wholesale prices of ham and bacon were maintained during the latter half of August and early September. The wholesale quotations for lard in Chicago dropped ¾ cent a pound from the middle of August to the last of August but early in September were increased about ¼ cent a pound.

HOG MARKETINGS during recent months have been the smallest for many years. The supplies of pork and lard in storage are also small and it is estimated that the total slaughter of hogs during the coming winter will be somewhat smaller than the small slaughter of last winter. Not until next spring and summer can any great increase in hog slaughter be expected.

PRICES received by farmers for hogs increased substantially from July to August, rising from $8.40 to $10.22 per 100 pounds. Last year on July 15 the average price was only $4.61. The August farm price of hogs this year was 10 percent above pre-war parity whereas a year ago it was just half of the parity price. Of course the increased hog prices this year do not represent a clear gain to hog producers since they have fewer hogs to sell.

Average Retail Prices, August 27, 1935 (cents)

Markets	Chops (lb.)	Lard (lb.)	Whole smoked ham (lb.)
United States	39.5	21.8	34.6
New England:			
Boston	41.1	20.8	35.6
Bridgeport	41.9	21.9	35.6
Fall River	40.3	20.3	32.7
Manchester	39.6	21.5	35.7
New Haven	41.1	21.9	37.0
Portland, Maine	39.7	20.9	33.3
Providence	42.0	20.7	34.0
Middle Atlantic:			
Binghamton	40.6	22.1	33.6
Buffalo	41.4	20.6	35.0
Newark	41.8	23.1	36.2
New York	41.0	21.8	34.8
Philadelphia	42.6	23.1	35.4
Pittsburgh	40.5	21.7	35.2
Rochester	40.5	21.5	34.8
Scranton	40.9	22.9	33.8
East North-Central:			
Chicago	38.6	21.8	34.3
Cincinnati	41.8	22.7	35.2
Cleveland	42.5	23.2	35.3
Columbus	40.4	22.4	35.7
Detroit	42.7	21.6	38.1
Indianapolis	36.5	22.0	32.6
Milwaukee	39.4	21.5	32.8
Peoria	36.4	22.9	34.3
Springfield, Ill	36.7	22.4	34.4
West North-Central:			
Cedar Rapids	29.6	20.9	30.1
Kansas City	38.8	22.8	35.0
Minneapolis	39.4	22.0	33.9
Omaha	35.4	22.4	33.8
St. Louis	37.6	22.2	36.0
St. Paul	37.7	21.6	33.1
Sioux Falls	33.6	23.2	31.1
Wichita	36.5	21.5	34.3
South Atlantic:			
Atlanta	37.5	22.6	33.6
Baltimore	39.1	21.3	33.8
Charleston, S. C	34.7	19.9	34.0
Columbia, S. C	34.0	19.0	31.8
Jacksonville	35.0	20.6	33.7
Norfolk	38.0	19.3	33.8
Richmond	41.4	20.3	34.0
Savannah	34.7	19.8	31.4
Washington, D. C	43.7	21.8	33.5
Winston-Salem	37.8	19.5	30.7
East South-Central:			
Birmingham	37.6	21.0	33.9
Knoxville	35.3	21.1	32.8
Louisville	35.8	22.5	30.8
Memphis	37.3	21.5	35.0
Mobile	34.7	20.0	34.6
West South-Central:			
Dallas	36.0	21.9	29.1
El Paso	43.6	21.8	37.3
Houston	34.6	20.2	32.5
Little Rock	34.5	22.2	32.8
New Orleans	36.0	20.7	32.7
Oklahoma City	36.2	19.4	35.9
Mountain:			
Albuquerque	36.3	22.1	34.6
Butte	36.8	23.3	35.4
Denver	37.3	24.1	36.8
Salt Lake City	40.7	25.4	37.3
Tucson	43.0	23.6	35.4
Pacific:			
Los Angeles	45.0	20.9	35.4
Portland, Oreg	40.6	20.9	35.6
San Francisco	42.7	20.4	36.8
Seattle	44.2	23.1	37.3
Spokane	42.1	21.8	35.5

Average Retail Prices, August 27, 1935 (cents)

Markets	Leg of lamb (lb.)	Breast lamb (lb.)	Lamb square chuck (lb.)
United States	27.3	13.0	21.3
New England:			
Boston	26.6	12.8	16.1
Bridgeport	28.1	10.7	19.3
Fall River	26.6	11.0	19.6
Manchester	27.6	14.6	22.2
New Haven	27.4	12.0	22.3
Portland, Maine	25.9	14.4	19.9
Providence	26.5	11.2	21.1
Middle Atlantic:			
Binghamton	25.4	11.4	20.9
Buffalo	24.4	12.6	23.8
Newark	28.6	13.8	24.4
New York	27.6	12.3	21.3
Philadelphia	28.0	9.8	20.6
Pittsburgh	28.0	14.8	22.7
Rochester	24.9	14.2	22.5
Scranton	30.9	11.9	21.1
East North-Central:			
Chicago	27.8	12.5	24.0
Cincinnati	31.5	16.7	26.5
Cleveland	29.2	15.0	27.2
Columbus	30.6	16.7	26.8
Detroit	29.1	16.5	26.2
Indianapolis	30.5	13.5	23.0
Milwaukee	28.7	13.0	24.3
Peoria	28.8	13.7	22.1
Springfield, Ill	25.8	13.3	19.8
West North-Central:			
Cedar Rapids	25.0	17.0	21.8
Kansas City	26.7	15.6	22.0
Minneapolis	25.8	11.8	21.8
Omaha	24.4	9.7	19.0
St. Louis	27.6	15.8	23.1
St. Paul	25.4	11.8	21.6
Sioux Falls	26.7	10.6	20.4
Wichita	25.7	10.8	19.2
South Atlantic:			
Atlanta	27.2	15.4	21.8
Baltimore	27.0	13.1	21.2
Charleston, S. C	29.0	15.0	20.7
Columbia, S. C	——	——	——
Jacksonville	26.3	11.8	20.3
Norfolk	26.1	12.5	17.3
Richmond	28.4	15.0	22.9
Savannah	27.6	14.2	20.3
Washington, D. C	28.4	14.0	23.9
Winston-Salem	31.7	——	——
East South-Central:			
Birmingham	28.3	12.3	18.9
Knoxville	——	10.0	——
Louisville	27.6	13.1	22.0
Memphis	28.5	15.5	16.7
Mobile	27.7	14.0	18.2
West South-Central:			
Dallas	27.4	13.8	19.3
El Paso	27.4	15.1	20.4
Houston	30.5	13.8	17.2
Little Rock	27.1	12.6	18.7
New Orleans	26.6	13.2	16.4
Oklahoma City	25.3	12.4	18.7
Mountain:			
Albuquerque	25.3	11.7	19.9
Butte	25.6	11.3	19.1
Denver	24.5	12.6	20.9
Salt Lake City	25.4	11.6	19.8
Tucson	26.0	12.0	21.6
Pacific:			
Los Angeles	25.5	10.7	17.9
Portland, Oreg	21.8	10.1	17.6
San Francisco	26.4	10.1	18.3
Seattle	24.5	11.5	18.8
Spokane	21.8	7.3	14.8

LAMB

LAMB PRICES continued to rise during the 2 weeks ended August 27. The average retail price of lamb legs went up 0.8 cent, breast of lamb 0.3 cent, and square chuck up 0.6 cent a pound.

PRESENT INDICATIONS are that the slaughter supplies of lambs during the rest of this year will be much smaller than they were during the same months a year ago and some further advance in lamb prices is likely. It will be remembered that prices of lamb have not increased nearly so much this year as have prices of pork and beef; even after the rise in lamb prices during August the retail price of leg of lamb was only about 9 percent over that of last year. Prices of the cheaper cuts have increased proportionately more than the price of leg of lamb.

USUALLY at this time of the year some drop in lamb prices is expected but this year the small supplies of lambs together with the small supplies of other livestock will probably prevent any tendency for a drop in lamb prices.

THE 1935 LAMB crop appears to be the smallest since 1929 and about 7 percent below the crop of last year. The decrease has occurred entirely in the western sheep States where this year's crop is 11 percent smaller than the 1934 crop.

FEED CONDITIONS, however, are much better than last year, particularly in the Western States, and it is expected that lambs yet to be marketed from those States will be heavier and of better grade than they were last year.

ALTHOUGH the total crop of lambs this year is small, a much larger than usual proportion moved to market early. Inspected slaughter of sheep and lambs in July was 19 percent greater than last year and the total marketing of new lambs during the 3 months from May to July 1935 was nearly 20 percent greater than in the corresponding months a year ago. This early movement to market together with the decrease in the total crop indicates smaller slaughter supplies during the fall months this year.

POULTRY AND EGGS

PRICES of hens and eggs both increased from August 13 to August 27, hen prices increasing 0.6 cent a pound and egg prices going up 1.3 cents a dozen. Compared with last year eggs were 13 percent higher and hens 18 percent higher.

THE RECENT increases in prices of eggs have been closely in line with the usual seasonal movement but the increase in prices of hens have been contraseasonal and are due both to smaller market supplies of poultry and to very small marketings of meat animals.

FARMERS continue to report heavier than average egg production per hen. They indicated an average of 38.3 eggs per 100 layers on August 1 of this year as compared with 33.5 eggs a year earlier and an average of 37.3 during the 5 years from 1928-32. The substantial increase in layings over last year is due primarily to more abundant feed which can be bought at lower prices than last year. During the past year the ratio of feed prices to egg prices and also the feed prices to chicken prices has been very unfavorable to the producer, that is, although egg prices and chicken prices both were increased somewhat the increase was considerably less than enough to balance the increased cost of feed. Now with the more abundant crop of feed grains and somewhat lower prices poultrymen can be expected to feed more liberally.

NUMBER of layers per flock, however, is much below average. The average number of layers in the flocks of farmers reporting on August 1 of this year was 59 birds, a year ago on August 1 it was 61.6, and the 5-year average, 1928-32, was 67.1. The increased production per bird this summer more than offset the drop in the number of layers per flock so that the total egg production per farm flock on August 1, 1935, was considerably above that of a year earlier.

AT THE FARM prices of eggs increased from 21.7 cents a dozen on July 15 to 22.7 cents on August 15, and chicken prices went up from 14 cents a pound to 14.1 cents. Prices of both chickens and eggs were close to pre-war parity on August 15.

Average Retail Prices, August 27, 1935 (cents)

Markets	Hens (lb.)	Eggs (doz.)
United States	28.9	37.3
New England:		
Boston	32.0	50.3
Bridgeport	33.4	53.1
Fall River	28.5	45.6
Manchester	30.8	48.5
New Haven	33.6	48.7
Portland, Maine	31.2	47.5
Providence	32.2	49.2
Middle Atlantic:		
Binghamton	29.0	39.6
Buffalo	30.4	39.1
Newark	35.3	47.3
New York	32.6	44.2
Philadelphia	32.9	40.5
Pittsburgh	33.9	36.9
Rochester	30.9	36.6
Scranton	36.5	38.4
East North-Central:		
Chicago	28.9	36.3
Cincinnati	27.0	36.9
Cleveland	30.6	37.0
Columbus	30.7	31.6
Detroit	32.6	34.1
Indianapolis	26.8	31.5
Milwaukee	25.8	32.1
Peoria	26.4	30.6
Springfield, Ill	26.3	31.5
West North-Central:		
Cedar Rapids	22.0	27.1
Kansas City	27.0	32.2
Minneapolis	26.9	31.9
Omaha	24.9	30.7
St. Louis	26.8	34.6
St. Paul	26.8	31.9
Sioux Falls	24.0	26.1
Wichita	24.6	26.7
South Atlantic:		
Atlanta	24.0	37.8
Baltimore	31.4	39.0
Charleston, S. C	24.4	36.5
Columbia, S. C	20.5	42.0
Jacksonville	27.0	41.4
Norfolk	26.7	34.7
Richmond	28.1	33.6
Savannah	23.8	33.8
Washington, D. C	32.9	44.0
Winston-Salem	25.0	38.4
East South-Central:		
Birmingham	22.0	32.6
Knoxville	24.8	32.9
Louisville	25.5	32.3
Memphis	24.5	32.5
Mobile	20.2	32.2
West South-Central:		
Dallas	24.5	32.0
El Paso	24.8	41.9
Houston	28.6	31.9
Little Rock	21.4	30.9
New Orleans	26.4	32.8
Oklahoma City	21.8	30.2
Mountain:		
Albuquerque	22.0	37.7
Butte	25.6	38.9
Denver	28.0	40.8
Salt Lake City	28.8	36.2
Tucson	28.2	44.6
Pacific:		
Los Angeles	33.1	36.9
Portland, Oreg	26.2	34.5
San Francisco	34.4	36.7
Seattle	29.3	37.5
Spokane	24.6	35.8

Average Retail Prices, August 27, 1935 (cents)

Markets	Potatoes (lb.)	Onions (lb.)	Cabbage (lb.)
United States	1.7	3.9	2.7
New England:			
Boston	1.5	3.7	3.3
Bridgeport	1.3	4.2	3.2
Fall River	1.2	4.2	3.7
Manchester	1.4	3.7	3.2
New Haven	1.4	3.6	2.5
Portland, Maine	1.3	3.7	2.8
Providence	1.2	3.4	3.4
Middle Atlantic:			
Binghamton	1.5	3.2	2.4
Buffalo	1.1	3.6	1.7
Newark	1.2	4.3	3.0
New York	1.6	4.0	3.4
Philadelphia	1.3	4.0	2.3
Pittsburgh	1.4	4.0	2.4
Rochester	1.1	3.4	3.0
Scranton	1.1	3.4	2.2
East North-Central:			
Chicago	2.3	3.7	2.0
Cincinnati	2.0	4.3	2.1
Cleveland	1.8	4.6	2.0
Columbus	1.7	4.5	2.4
Detroit	1.2	3.6	1.5
Indianapolis	1.9	4.9	2.0
Milwaukee	1.6	3.3	1.8
Peoria	1.7	4.2	2.6
Springfield, Ill.	1.8	4.7	2.4
West North-Central:			
Cedar Rapids	1.5	3.5	1.3
Kansas City	1.8	4.8	2.5
Minneapolis	1.3	3.3	1.7
Omaha	1.7	4.2	2.9
St. Louis	2.0	4.2	2.6
St. Paul	1.3	3.6	1.9
Sioux Falls	1.8	4.4	1.9
Wichita	1.8	4.5	2.7
South Atlantic:			
Atlanta	2.1	4.5	2.5
Baltimore	1.2	3.8	2.5
Charleston, S. C.	2.1	4.7	2.9
Columbia, S. C.	2.6	6.3	2.9
Jacksonville	1.7	4.4	2.7
Norfolk	1.7	4.6	3.0
Richmond	1.6	4.5	3.5
Savannah	1.9	4.2	2.5
Washington, D. C.	1.2	4.3	3.5
Winston-Salem	2.1	5.5	2.8
East South-Central:			
Birmingham	2.0	4.8	2.3
Knoxville	1.9	5.3	2.2
Louisville	1.5	4.5	2.7
Memphis	2.2	3.7	2.3
Mobile	2.1	3.7	2.8
West South-Central:			
Dallas	3.2	3.5	3.8
El Paso	2.2	2.8	2.8
Houston	2.6	3.6	3.6
Little Rock	2.1	3.6	2.9
New Orleans	2.0	3.8	3.6
Oklahoma City	2.1	4.0	2.8
Mountain:			
Albuquerque	1.8	4.9	1.8
Butte	1.9	4.5	3.2
Denver	1.5	3.9	1.5
Salt Lake City	1.2	4.2	2.4
Tucson	2.1	4.2	2.8
Pacific:			
Los Angeles	2.0	3.0	2.3
Portland, Oreg.	1.7	2.4	2.5
San Francisco	2.1	3.5	6.5
Seattle	1.7	2.6	2.4
Spokane	1.5	1.8	2.3

VEGETABLES

(Fresh)

PRICES of potatoes and onions dropped during the latter half of August, potato prices falling 0.1 cent and onion prices 0.2 cent a pound. Cabbage prices increased 0.1 cent a pound but were still about 23 percent below the very low levels of 1934. Potato prices at the end of August averaged about 19 percent less than a year earlier and onion prices about 11 percent less. The September 1 forecast of the potato crop is about 4 million bushels less than the crop indicated a month earlier. This year's crop is likely to be about 3 percent smaller than that of last year and about 3 percent larger than the 5-year average of 1928-32.

THE CROP of potatoes in commercial areas in the Central and Western States is above last year with a substantial increase in the Western States. On the other hand the three important surplus States in the northeast, Maine, New York, and Pennsylvania, indicate crops much below last year and considerably below average. In these States the total of this year is forecast at about 85 million bushels compared with last year's crop of 122 million bushels and an average of 93 million bushels from 1928-32.

THE GEOGRAPHICAL distribution of the crop usually has an important bearing on potato prices.

THE PRODUCTION of domestic type cabbage in the late States is forecast at 351,600 tons which is 4 percent larger than last year's crop and 29 percent larger than the average production for the preceding 5 years. The production of late storage or Danish type cabbage is expected to be about 16 percent smaller than last year but about 9 percent larger than the 5-year average. Although the acreage of cabbage in most commercial areas was decreased somewhat this year yields have been better than average. Supplies of cabbage are likely to continue liberal throughout the fall and winter.

VEGETABLES
(Fresh)

DURING THE 2 weeks from August 13 to August 27 prices of lettuce increased 0.2 cent a head, spinach prices dropped 0.1 cent a pound, and carrot prices were unchanged. All three of these fresh vegetables as well as many others which are not reported here were below the levels of a year earlier.

A PRELIMINARY estimate of lettuce acreage in the fall-crop States indicates an increase of 4 percent over 1934 and 15 percent over the average acreage for the years 1929-33. The total acreage of commercial lettuce in the United States is slightly below last year. The total California acreage of lettuce for fall harvest will probably be about 1,000 acres heavier than that harvested in 1934. The increase is mainly on the coast and production from this acreage will come to market from the middle of September through December 1935.

PRESENT INDICATIONS point to a crop of late carrots about 1 percent larger than last year's crop. Yields per acre are expected to be higher than last year in all important carrot-producing States except New York. In New York the crop of late carrots has been reduced by dry weather during the month of August, but in most other areas weather conditions were favorable and good crops are expected.

IN GENERAL market supplies of fresh vegetables have been very plentiful and prices continue to be reasonable. The distribution of these vegetables by motor truck has increased very rapidly in recent years and the increase appears to be continuing. The increased shipments by motor truck have brought about both advantages and disadvantages. They have increased the distribution of vegetables in the smaller towns and cities but they have also made the problem of market news reporting much more difficult. The supplies on the market are generally not known at all accurately and it is particularly difficult to make any forecast of probable arrivals.

Average Retail Prices, August 27, 1935 (cents)

Markets	Lettuce (head)	Spinach (lb.)	Carrots (bunch)
United States	8.4	7.9	4.4
New England:			
Boston	9.0	6.9	5.3
Bridgeport	10.3	8.2	4.8
Fall River	8.6	8.7	5.3
Manchester	9.1	7.7	4.5
New Haven	9.0	8.1	4.3
Portland, Maine	9.2	5.5	4.9
Providence	9.7	7.7	4.8
Middle Atlantic:			
Binghamton	8.3	9.6	4.0
Buffalo	8.4	8.3	2.8
Newark	9.7	8.6	4.9
New York	9.6	10.1	5.5
Philadelphia	10.0	8.7	4.4
Pittsburgh	8.9	12.4	3.2
Rochester	8.2	7.8	3.4
Scranton	9.6	8.4	4.8
East North-Central:			
Chicago	8.8	11.7	3.1
Cincinnati	9.3	4.9	3.5
Cleveland	9.2	13.0	3.9
Columbus	9.3	7.4	4.2
Detroit	8.2	7.5	3.6
Indianapolis	9.3	5.0	3.9
Milwaukee	8.6	9.3	2.1
Peoria	7.9	9.3	5.3
Springfield, Ill	8.8	7.7	5.5
West North-Central:			
Cedar Rapids	9.6	9.0	5.0
Kansas City	8.2	4.9	5.3
Minneapolis	8.8	9.2	3.5
Omaha	9.0	9.6	3.3
St. Louis	8.6	10.0	5.2
St. Paul	9.5	8.5	2.6
Sioux Falls	9.5	—	2.7
Wichita	6.8	9.2	4.9
South Atlantic:			
Atlanta	9.2	8.2	7.1
Baltimore	9.5	11.8	5.9
Charleston, S. C	9.6	10.8	5.3
Columbia, S. C	9.0	—	—
Jacksonville	7.8	10.5	6.2
Norfolk	10.3	4.4	5.0
Richmond	8.9	6.4	5.6
Savannah	9.2	8.8	8.6
Washington, D. C	10.0	8.5	7.2
Winston-Salem	9.0	12.3	9.5
East South-Central:			
Birmingham	8.4	9.0	6.7
Knoxville	7.3	8.0	6.0
Louisville	8.4	9.0	3.9
Memphis	6.1	7.8	4.6
Mobile	8.5	8.5	5.7
West South-Central:			
Dallas	6.4	11.5	5.5
El Paso	6.4	8.7	3.4
Houston	5.8	8.3	5.4
Little Rock	6.0	7.0	5.7
New Orleans	7.8	7.7	5.6
Oklahoma City	6.2	7.5	4.9
Mountain:			
Albuquerque	5.9	5.0	2.8
Butte	9.7	8.0	3.8
Denver	5.8	5.5	2.5
Salt Lake City	8.9	8.8	2.2
Tucson	4.6	5.6	2.5
Pacific:			
Los Angeles	5.9	2.9	2.5
Portland, Oreg	6.6	6.3	3.3
San Francisco	4.4	4.3	2.3
Seattle	5.6	5.5	1.9
Spokane	9.4	—	2.6

Average Retail Prices, August 27, 1935 (cents)

Markets	Apples (lb.)	Bananas (doz., lb.*)	Oranges (doz.)
United States	4.9	21.6	32.6
New England:			
Boston	5.6	*5.6	33.1
Bridgeport	4.8	*5.9	39.0
Fall River	5.2	*6.2	35.7
Manchester	4.8	*5.7	36.7
New Haven	5.0	22.7	35.3
Portland, Maine	4.7	*6.7	35.7
Providence	4.2	*5.6	38.2
Middle Atlantic:			
Binghamton	3.9	25.4	35.7
Buffalo	3.9	24.2	31.2
Newark	4.7	24.5	36.9
New York	5.4	21.4	39.3
Philadelphia	4.5	19.9	32.4
Pittsburgh	4.4	23.6	38.9
Rochester	4.0	20.8	30.6
Scranton	4.1	17.1	33.6
East North-Central:			
Chicago	5.5	*6.6	32.8
Cincinnati	5.1	*6.4	32.8
Cleveland	4.4	*6.3	35.3
Columbus	4.6	*6.3	34.2
Detroit	4.1	*5.2	33.0
Indianapolis	4.0	*6.6	34.5
Milwaukee	4.1	*6.1	30.6
Peoria	4.4	*6.8	34.3
Springfield, Ill	4.1	*6.7	37.0
West North-Central:			
Cedar Rapids	3.0	*6.2	30.1
Kansas City	4.8	*6.8	34.5
Minneapolis	4.2	*7.1	34.3
Omaha	5.1	*8.0	31.3
St. Louis	4.3	*6.1	32.1
St. Paul	3.6	*7.8	33.6
Sioux Falls	3.5	*7.5	29.5
Wichita	4.9	*6.8	32.5
South Atlantic:			
Atlanta	4.8	21.2	28.4
Baltimore	5.6	19.0	33.0
Charleston, S. C.	6.3	20.5	26.0
Columbia, S. C.	—	*5.9	—
Jacksonville	5.3	14.9	24.6
Norfolk	4.6	19.2	34.4
Richmond	4.4	23.6	34.2
Savannah	4.9	18.9	25.0
Washington, D. C.	5.7	21.3	38.3
Winston-Salem	4.3	*5.3	37.7
East South-Central:			
Birmingham	5.0	*5.3	38.0
Knoxville	4.3	*5.2	26.9
Louisville	5.0	*5.7	29.9
Memphis	5.8	*5.3	32.9
Mobile	7.3	14.6	31.4
West South-Central:			
Dallas	10.7	*6.1	35.4
El Paso	7.3	*5.3	25.3
Houston	—	19.0	33.1
Little Rock	6.9	*5.6	32.0
New Orleans	4.5	15.1	30.3
Oklahoma City	—	*6.7	35.7
Mountain:			
Albuquerque	5.5	*6.0	31.0
Butte	8.4	*9.2	33.0
Denver	5.3	*7.2	32.6
Salt Lake City	7.8	*7.8	26.0
Tucson	6.8	*5.2	17.7
Pacific:			
Los Angeles	3.6	*5.4	13.7
Portland, Oreg.	4.1	*7.2	26.7
San Francisco	3.6	21.4	24.6
Seattle	4.9	*6.9	27.1
Spokane	5.1	*8.3	—

FRUITS

(Fresh)

APPLE PRICES dropped 0.4 cent a pound from August 13 to August 27, banana prices rose 0.3 cent a dozen, and orange prices were up 0.4 cent a dozen. All three of these fruits, as well as some other fresh fruits, were selling at the end of August at prices considerably below those of a year earlier.

THE TOTAL apple crop in the United States is now forecast at about 168 million bushels. This is 4 percent larger than the 5-year average from 1928-32 and 39 percent larger than last year's small crop. The commercial production representing that part of the total crop which probably will be distributed for fresh consumption is about 33 percent above that of last year and about equal to the 5-year average.

IN THE area east of the Rocky Mountains scab injury appears to be more prevalent than usual and for that reason the percentage of the higher grades of apples may be less than usual. The Pacific Coast States report fruit of good color and excellent quality. It appears likely that there will be plenty of apples of all grades this year.

CITY CONSUMERS who are accustomed to buy apples by the pound should try some of these days buying half a bushel or a bushel. Usually retailers are glad to sell a full basket or box and in many cities consumers can buy baskets or boxes of apples in public markets.

THE TROPICAL hurricane during the first week of September damaged the Florida citrus crop in the extreme south and southwest sections of the State. Grapefruit probably suffered the most loss in these sections but according to the preliminary reports the total production of citrus fruit in Florida will not be seriously reduced. Reports from Texas and other Gulf States continue to indicate poorer than average condition of the crop and the growing conditions in California also appear to be slightly below average.

Average Retail Prices, August 27, 1935 (cents)

Markets	Corn #2 can	Peas #2 can	Tomatoes #2 can (2½*)	Peaches #2½ can	Pears #2½ can	Pineapple #2½ can
United States	12.8	17.0	10.0	19.8	22.9	22.7
New England:						
Boston	13.8	17.0	12.1	19.3	22.8	22.3
Bridgeport	14.8	21.0	13.0	20.7	25.2	23.9
Fall River	11.9	17.3	9.6	19.4	22.4	22.3
Manchester	13.8	19.1	11.4	20.9	24.3	23.6
New Haven	14.5	17.8	11.9	20.3	24.6	23.7
Portland, Maine	13.3	16.5	11.4	20.9	24.6	23.4
Providence	12.6	17.6	10.1	19.1	21.0	21.7
Middle Atlantic:						
Binghamton	13.6	13.5	8.8	19.8	22.9	23.0
Buffalo	12.6	16.8	10.5	20.7	23.8	22.9
Newark	13.8	19.4	9.8	18.5	21.1	22.0
New York	13.0	16.9	10.0	18.1	21.2	20.9
Philadelphia	12.6	16.6	10.5	18.9	22.2	21.9
Pittsburgh	12.4	16.9	10.0	19.6	22.8	22.8
Rochester	14.1	16.5	11.1	21.3	23.7	23.0
Scranton	13.5	16.5	10.0	20.1	23.0	22.6
East North-Central:						
Chicago	13.5	15.3	10.9	22.0	24.9	24.2
Cincinnati	12.8	16.3	12.0	20.1	23.9	23.6
Cleveland	13.5	17.5	9.9	21.9	24.2	24.1
Columbus	11.9	18.8	10.0	21.0	25.8	24.8
Detroit	11.1	17.3	9.0	19.8	22.8	22.2
Indianapolis	11.3	16.6	9.4	18.9	26.0	23.9
Milwaukee	12.5	14.6	10.5	21.8	20.3	23.5
Peoria	13.6	16.1	11.3	22.4	25.2	23.6
Springfield, Ill	13.9	18.5	11.9	21.8	27.0	23.9
West North-Central:						
Cedar Rapids	11.0	18.3	10.5	19.5	23.7	21.8
Kansas City	11.3	15.6	9.8	19.8	24.0	23.3
Minneapolis	11.8	14.9	10.9	21.3	23.9	24.2
Omaha	12.1	17.1	10.9	21.5	23.5	23.8
St. Louis	12.0	17.5	9.3	19.4	23.5	23.2
St. Paul	12.8	16.0	10.8	21.7	23.3	23.6
Sioux Falls	12.1	17.4	11.1	23.1	25.2	24.0
Wichita	11.4	18.0	9.3	18.5	23.1	22.9
South Atlantic:						
Atlanta	12.5	17.8	9.1	20.4	22.1	23.9
Baltimore	13.8	16.1	9.3	17.9	21.1	20.4
Charleston, S. C	11.1	17.9	9.1	20.1	21.5	22.8
Columbia, S. C	11.3	20.6	9.0	22.0	—	21.8
Jacksonville	12.9	18.1	8.8	19.1	24.6	22.7
Norfolk	11.9	15.1	8.8	20.2	24.0	23.8
Richmond	12.8	17.9	8.3	19.6	24.1	23.8
Savannah	12.8	19.3	8.3	21.4	22.8	23.2
Washington, D. C	12.9	16.0	8.5	17.6	22.9	21.4
Winston-Salem	11.5	20.3	9.1	20.7	26.8	26.6
East South-Central:						
Birmingham	11.5	15.8	8.8	20.0	20.8	24.1
Knoxville	10.6	15.5	9.3	20.4	22.4	22.3
Louisville	12.4	16.0	9.4	20.9	23.9	23.2
Memphis	12.4	18.0	9.0	19.6	22.6	21.8
Mobile	12.3	16.6	8.8	17.2	19.9	19.9
West South-Central:						
Dallas	12.5	20.4	9.6	20.9	25.0	24.3
El Paso	12.6	17.8	10.1	20.4	22.9	22.4
Houston	11.4	17.5	8.3	17.1	21.5	20.8
Little Rock	11.6	16.6	9.1	19.8	25.2	25.0
New Orleans	13.6	18.6	9.5	18.3	24.1	21.8
Oklahoma City	13.1	18.6	9.9	20.4	24.7	23.7
Mountain:						
Albuquerque	14.6	20.8	12.4	22.5	25.6	24.3
Butte	13.6	16.9	11.0	19.8	23.1	24.5
Denver	13.1	17.4	11.0	20.9	23.3	23.9
Salt Lake City	13.5	16.9	*11.0	21.4	24.5	23.9
Tucson	16.8	19.3	*14.4	19.6	22.8	20.4
Pacific:						
Los Angeles	12.8	16.3	*12.6	16.2	18.6	18.7
Portland, Oreg	12.5	17.4	*13.8	19.9	21.2	21.5
San Francisco	14.0	16.1	*13.0	16.8	19.4	19.7
Seattle	13.9	17.8	*13.5	20.1	21.0	21.1
Spokane	16.1	18.3	*13.1	22.3	22.9	22.9

What Every Apple Consumer Should Know

[Concluded from Page 6]

averaged $2.78 in the season of 1929-30. By 1932-33 it had dropped to $1.51, and last year it rose only to $1.78. This gave the grower an increase to an average of almost 90 cents a bushel for his fruit from the 1932 loss level of 61 cents, as compared with his 1929 price of $1.38.

NO ADJUSTMENT program has covered apple production. The last few years have seen many crop losses from poor weather conditions, and few surpluses have added their weight to the low consumer purchasing power which pushed prices so low. But these low prices combined with general depression retrenchment threw many orchards into discard or neglect. Reports show that many of them have now started to make a comeback with the lift in purchasing power. As recovery goes on, the prospect is for improvements in the orchards of the country, more plantings of young trees, better care of all. From the records of new trees already being planted, it looks as though consumers might expect to find more and more of the popular dessert and general purpose apples on the market, including McIntosh and certain bright colored strains of Delicious, Winesap, Jonathan, Stayman Winesap, and the big baker, Rome Beauty.

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HELPS TO RURAL CONSUMERS

from Government publications

[Concluded from Page 13]

EDUCATION

Pre-School

Some Educational Activities for the Young Child in the Home. Education Pamphlet 51. 1934. 5¢.

A Brief Manual of Games for Organized Play. Children' Bureau Publication 113. 1925. Single copies free at Bureau.

A Plan for the Organization of a County System of Agricultural Instruction in Elementary Rural Schools. Rural School Leaflet 6. 5¢.

Economies Through the Elimination of Very Small Schools. Education Bulletin 13. 1934. Free from Office of Education.

Games and Equipment for Small Rural Schools. Physical Education Series No. 8, illustrated. 1927. 5¢.

High-school Instruction by Mail. Education Bulletin 13. Free from Office of Education.

Rural School Houses, School Grounds and Their Equipment. Education Bulletin 21. 1930. 20¢.

School Administrative Units with Special Reference to County Units. Education Pamphlet 34. 1933. 5¢.

Testing Seeds in the Rural School. Farmers' Bulletin 428. 1911.

U. S. Government Publication Useful in Physical Education and Recreation. Education Circular 68. 1932. Free from Office of Education.

LIBRARIES

Aids in Book Selection for Elementary School Libraries. Circular 69. Office of Education. Free.

Aids in Book Selection for Secondary School Libraries. Pamphlet 57, Office of Education. 5¢.

Community Libraries and Home Reading. Department of Agriculture, Division of Cooperative Extension. 1933. Free.

Library Extension Projects. (How rural libraries have been carried on in various communities by relief workers.) No. 4759, Women's Work Section, F. E. R. A. Free.

Rural Libraries. Farmers' Bulletin 1559. 5¢.

School and County Library Cooperation, by Edith A. Lathrop. Pamphlet 11, Office of Education. 10¢.

Traveling Library. (How to organize and operate a loan library at least possible expense.) No. 2740-F7. F. E. R. A. Free.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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